



# House of Representatives

General Assembly

**File No. 49**

February Session, 2022

House Bill No. 5267

*House of Representatives, March 21, 2022*

The Committee on Commerce reported through REP. CURREY of the 11th Dist., Chairperson of the Committee on the part of the House, that the bill ought to pass.

***AN ACT CONCERNING THE DEPARTMENT OF ECONOMIC AND COMMUNITY DEVELOPMENT'S STRATEGIC PLANNING REGARDING THE PROMOTION OF ARTS AND CULTURE.***

Be it enacted by the Senate and House of Representatives in General Assembly convened:

1 Section 1. Subsection (b) of section 10-392 of the 2022 supplement to  
2 the general statutes is repealed and the following is substituted in lieu  
3 thereof (*Effective October 1, 2022*):

4 (b) The department shall:

5 (1) Market and promote Connecticut as a destination for leisure and  
6 business travelers through the development and implementation of a  
7 strategic state-wide marketing plan and provision of visitor services to  
8 enhance the economic impact of the tourism, [industry] arts and culture  
9 industries;

10 (2) Promote the arts;

11 (3) Recognize, protect, preserve and promote historic resources;

12 (4) Interpret and present Connecticut's history and culture;

13 (5) Promote Connecticut as a location in which to produce digital  
14 media and motion pictures and to establish and conduct business  
15 related to the digital media and motion picture industries to enhance  
16 these industries' economic impact in the state;

17 (6) Establish a uniform financial reporting system and forms to be  
18 used by each regional tourism district, established under section 10-397,  
19 in the preparation of the annual budget submitted to the General  
20 Assembly; and

21 (7) Integrate funding and programs whenever possible.

This act shall take effect as follows and shall amend the following sections:		
Section 1	October 1, 2022	10-392(b)

**CE**      *Joint Favorable*

*The following Fiscal Impact Statement and Bill Analysis are prepared for the benefit of the members of the General Assembly, solely for purposes of information, summarization and explanation and do not represent the intent of the General Assembly or either chamber thereof for any purpose. In general, fiscal impacts are based upon a variety of informational sources, including the analyst's professional knowledge. Whenever applicable, agency data is consulted as part of the analysis, however final products do not necessarily reflect an assessment from any specific department.*

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**OFA Fiscal Note****State Impact:** None**Municipal Impact:** None**Explanation**

The bill has no fiscal impact by extending the strategic statewide marketing plan on enhancing the tourism industry to include arts and culture industries. It is anticipated that the Department of Economic and Community Development can accommodate this provision within existing resources.

**The Out Years****State Impact:** None**Municipal Impact:** None

**OLR Bill Analysis****HB 5267*****AN ACT CONCERNING THE DEPARTMENT OF ECONOMIC AND COMMUNITY DEVELOPMENT'S STRATEGIC PLANNING REGARDING THE PROMOTION OF ARTS AND CULTURE.*****SUMMARY**

Existing law requires the Department of Economic and Community Development (DECD) to enhance the tourism industry's economic impact by (1) developing and implementing a strategic statewide marketing plan and (2) providing visitor services. This bill requires DECD to also enhance the economic impact of the arts and culture industries through these means.

By law, the Connecticut Tourism Council is charged with, among other things, reviewing and approving or recommending changes to DECD's strategic statewide marketing plan (CGS § 10-397c(b)).

EFFECTIVE DATE: October 1, 2022

**COMMITTEE ACTION**

Commerce Committee

Joint Favorable

Yea 21 Nay 1 (03/08/2022)